

IN THE SPECIFICATION:

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~strike-through~~.

Please AMEND the paragraph beginning at page 18, line 27, in accordance with the following:

A first embodiment of the present invention will hereinafter be explained referring to FIGS. 1 through 11. FIG. 1 is a diagram showing a system architecture of an on-demand advertisement providing system in a first embodiment. FIGS. 2 and 3 are diagrams each showing an example of an on-demand advertisement. FIG. 4 is a diagram showing a hardware architecture of an image receiver 1 shown in FIG. 1. FIG. 5 is a diagram showing an example 1 of an object processed in the present on-demand advertisement providing system. FIG. 6 is a diagram showing an example of a data structure (which is hereinafter ~~be-termed~~ referred to object distribution information) with respect to an object example 1 illustrated in FIG. 5. FIG. 7 is a diagram showing a data structure of link information for linking the object to a commercial image. FIG. 8 is a flowchart showing a process of detecting a user manipulation (that is hereinafter ~~be-called~~ referred to a pointing manipulation) by including using a pointing device 7 shown in FIG. 4. FIG. 9 is a flowchart showing in detail a judging process of a point object shown in FIG. 8. FIG. 10 is a diagram showing a modified example of the object. FIG. 11 is a diagram showing the object distribution information with respect to the object illustrated in FIG. 10.

Please AMEND the paragraph beginning at page 22, line 24, in accordance with the following:

The receiving unit 6 demodulates and decodes the picture and sound from the broadcasting waves received via an antenna. The receiving unit 6 is, e.g., a DIRD (DIGITAL Integrated Receiver/Decoder) for demodulating the satellite digital broadcasting, and so on. The receiving unit 6 is connected with the CPU 2 via an I/O interface 6a.

Please AMEND the paragraph beginning at page 27, line 2, in accordance with the following:

The head address of the commercial image is a head address where the commercial image is stored in the memory 3. The image receiver 1, when receiving the commercial image, ~~stored-stores~~ this commercial image in the memory 3. This commercial image is embedded with

the object number of the object to which the same image is linked and the program identifying information 33 of the program where this object is defined. The image receiver 1 stores a mapping of the object number and the head address of each commercial image in the link information (table).

Please AMEND the paragraph beginning at page 28, line 6, in accordance with the following:

The satellite digital broadcasting is that the includes digitalizing image data ~~are digitized~~, and transmitting the digital data ~~are transmitted~~. In this satellite digital broadcasting, one picture may be transmitted by use of all of a broadcasting capacity for one channel

Please AMEND the paragraph beginning at page 35, line 4, in accordance with the following:

FIG. 11 shows a modified example of the object distribution information 32 with respect to such an object. The objet-object distribution information 32 shown in FIG. 11 includes, as in the case shown in FIG. 6, the program identifying information 33, the frame identifying information 34 and object shape information 35a. In the modified example in FIG. 11, however, the object shape information 35a of each object is defined by coordinates of a train of apexes according to every object number.

Please AMEND the paragraph beginning at page 53, line 8, in accordance with the following:

FIG. 23 shows an example of the on-demand advertisement providing system for providing the one-demand advertisement by utilizing the video picture and broadcasting in combination by way of a modified example of the fifth embodiment. This system is configured by the broadcasting station for distributing the commercial image, a DVD reproducing device 20a for reproducing a program picture from a DVD (Digital Versatile Disk) 21a, and the image receiver 1 for displaying the picture reproduced by the DVD reproducing device 20a and the commercial image (displayed in the form of the CM image in FIG. 23) transmitted from the broadcasting station.